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Abstract

Consumers' attitude towards online shopping is the key to survival and profitability of online retailers in today's competitive market. The purpose of this exploratory research is to provide a deeper understanding of the role of culture on the adoption of online shopping. To this end, the Technology Acceptance Model(TAM) is adopted and then extended by examining the effect of trust and perceived e-vendors' reputation on consumers' attitude toward online shopping using US and non-US samples. The results indicate that culture plays a moderating role in the relations among antecedents and consequences of attitude toward online shopping. It can be concluded that the influential factors on attitude toward online shopping differ for consumers from collectivist cultures and individualist cultures.

Keywords

Online shopping, Attitude, Culture.